



## City of Santa Clara Code of Ethics & Values

**Ethical**  
**Professional**  
**Service-Oriented**  
**Fiscally Responsible**  
**Organized**  
**Communicative**  
**Collaborative**  
**Progressive**

### Look closely at campaign mailings

*Many brochures that “endorse” a variety of candidates for different offices are actually paid-for advertising by the candidates themselves.*

The group that appears to be mailing the piece usually has a vague name that references family values, public safety, education, the environment, or even a political party. There is nothing wrong with candidates using some of their campaign funds to be part of a co-op mailing with other candidates, but is it ethical if voters are misled into thinking these are independent endorsements? Reading the small type will tell a voter a more complete story.

*Any individual or organization can send a political mailer or place an advertisement about a candidate, without the candidate's knowledge or approval.*

These efforts do not count in the candidate's reporting of how much money was spent on the campaign. This type of political marketing is called “independent expenditures” and its purpose has been to uphold the Constitutional guarantee of free speech while encouraging an active public dialogue about candidates and issues. Requirements that candidates and their campaign workers be totally uninvolved in these efforts are strictly enforced. Unfortunately, independent expenditures have sometimes become vehicles for nasty “hit” pieces on a candidate's opponent. Reading the small type will help a voter identify the true source and purpose of each campaign piece.

*Most candidates create a committee name to accept contributions.*  
Often, these committees have names like “Committee to elect ...” or “Friends of ...” The candidate is issued a campaign identity number by the California State Fair Political Practices Commission and it must appear on every political marketing piece. Voters can contact the FPPC to clarify who is behind the committee and whether it is controlled by the candidate or another group.

### Must-see TV

Two Santa Clara Candidate Forums will be broadcast live on municipal Cable Channel 15 in October and November. The public is also invited to attend the events in person at the Council Chambers, 1500 Warburton Ave.

The first Candidates Forum will be held Monday, Oct. 16, from 7 to 9:30 p.m. and is co-sponsored by the Santa Clara Citizen's Advisory Committee, “Santa Clara Weekly” newspaper and the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. The forum will be rebroadcast on Cable Channel 15 on the following dates and times: October 17 and 18, 7 p.m.; October 19, 4 p.m.; October 20, 7 p.m.; October 21, 1 p.m.; and October 22, 4:30 p.m.

A second Candidates Forum, “The Final Word,” will be broadcast live on Cable Channel 15 at 7 p.m. on Monday, Nov. 6, the night before the election. This will be an opportunity for candidates to debate any last-minute issues and for voters to ask candidates about the campaign tactics they used.

Video tapes of the first Candidates Forum can be checked out from the library.

